

LEO BURNETT COMPANY, Inc.

Ad No. 296 (Chr Grog)—Reg. No. 81128—1 pg.—4 1/2" x 1 3/4" in.—Smoker Supplement, 1971

Printed in U.S.A.

The old cigarette holder



It ain't what it used to be.

The old cigarette holders were a practical thing to have.

Like the crop, where up in every Parliament. We tucked away the filter in a less outer shell. So you'll taste the flavor without tasting the filter.

The cigarette holder. Parliament brought it up to date.



It works like a cigarette holder works.



King: 8 mg. "tar"

1.1 mg. nicotine—av. per cigarette by FTC method. 100%
tar and nicotine per cigarette. 100% (approx. 100%)

